

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM:**  
(ID # 26198)

**MEETING DATE:**  
Tuesday, November 05, 2024

**FROM :** TLMA-PLANNING

**SUBJECT:** CHANGE OF ZONE NO. 2000001 – Intent to Adopt a Negative Declaration – Applicant: Kok Development, Inc – Engineer/Representative: Areal Park. Location: Countywide – REQUEST: Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements within existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside County. All Districts.

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. **ADOPT** the **NEGATIVE DECLARATION** based on the findings of the initial study and the conclusion that the project will not have a significant effect on the environment; and,
2. **CONDUCT** a public hearing and **INTRODUCE, read title, waive further reading of, and adopt on successive weeks ORDINANCE NO. 348.YYY, in conjunction with CHANGE OF ZONE NO. 2000001**, an amendment to Ordinance No, 348 (Land Use) updating Article XIX Advertising Regulations to establish regulations for the use digital on-site advertising displays in the unincorporated areas of Riverside County and make other non-substantive organizational, formatting, and clarifying revisions.

**ACTION:**

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<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$0	\$ 0	\$103,814	\$ 0
<b>NET COUNTY COST</b>	\$0	\$ 0	\$75,165	\$ 0
<b>SOURCE OF FUNDS:</b> Applicant Fees 28%, County Fees 72%			<b>Budget Adjustment:</b> No	
			<b>For Fiscal Year:</b> 19/20 – 23/24	

**C.E.O. RECOMMENDATION:** [CEO use]

**BACKGROUND**

Ordinance No. 348.YYY, associated with Change of Zone No. 2000001, is an amendment to the County’s Land Use Ordinance, Ordinance No. 348, to amend Article XIX Advertising Regulations (“Article XIX”), which regulates Outdoor Advertising Displays, On-Site Advertising Structures and Signs, Non-Commercial Structures or Signs, and other policy area signage requirements. The primary focus of the ordinance amendment is to propose new language in Section 19.4 to allow digital signage for on-site advertising only with approval of a plot plan at a public hearing, subject to specific requirements regarding zoning, size, and operations. This amendment does not allow for digital displays to be part of Outdoor Advertising Displays, commonly known as billboards, which allow for off-premises advertising. All other changes proposed in Article XIX are related to technical and language clarifications, adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements within existing language.

**PROJECT ELEMENTS**

**Type of Sign**

Digital displays are proposed to be permitted for on-site advertising only, not outdoor advertising displays (commonly known as billboards). Additionally, digital displays are only proposed for free-standing signs (which include pylon signs and ground-mounted monument signs), not signs affixed to buildings. Mobile signs are also prohibited.

**Location**

Allowable Areas

Digital displays are proposed to be allowed in the following areas:

- (1) **Within 660 feet of the freeway**, allowed in the zones where on-site advertising signs are allowed, excluding the Temecula Valley Wine Country Policy Area, as follows: R-R (Rural Residential), C-1/C-P (General Commercial), C-T (Commercial Tourist), C-P-S (Scenic Highway Commercial), C-R (Rural Commercial), C-O (Commercial Office), I-P (Industrial Park), M-SC (Manufacturing Service Commercial), M-M (Manufacturing Medium), M-H (Manufacturing – Heavy), M-R (Mineral Resources), M-RA (Mineral

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Resources and Related Manufacturing), C/V (Citrus Vineyard), C-C/V (Commercial Citrus Vineyard).

(2) **Beyond 660 feet of the freeway**, only the within commercial or industrial zones listed above, as follows:

- **Commercial Zones:** C-1/C-P (General Commercial), C-T (Tourist Commercial), C-P-S (Scenic Highway Commercial), C-R (Rural Commercial), C-O (Commercial Office), R-VC (Rubidoux-Village Commercial).
- **Industrial Zones:** I-P (Industrial Park), M-SC (Manufacturing – Service Commercial), M-M (Manufacturing – Medium), M-H (Manufacturing – Heavy), M-R (Mineral Resources), M-R-A (Mineral Resources and Related Manufacturing).

Prohibited Areas

Within the permitted zones, digital displays are further prohibited within the following geographical areas:

- Mount Palomar Special Light District Zone “A” (described in Riverside County Ordinance No. 655);
- Within the proposed Chuckwalla National Monument Area, when established; and,
- Temecula Valley Wine Country Policy Area.

Buffers From Residential and Conservation Zones

Residential and conservation zones will be protected by restricting operating hours for digital displays which are located within 300 feet of residential or conservation zones to between 6am and 10pm.

Density Limits for Digital Displays

No more than one free standing sign is permitted on a property, except for shopping centers, within certain prescribed limitations. Within 660 feet of a freeway, a 1,000 foot buffer is required between signs with digital displays when located on the same street.

**Development Standards**

Development standards for digital signs include the following: size limits to the display face; limitations to a maximum of two display faces; height limitation of 20 feet for signs not located within 660 feet of a freeway,

The permitting process for on-site signage that does not include a digital display will continue to be ministerial provided that all location and development standards are met.

Maximum Height and Surface Area

The allowable height and surface area of a sign that includes digital displays depends on whether the sign is located within 660 feet of a freeway, as follows:

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- Within 660 feet of a freeway, the maximum height is 50 feet and maximum surface area is 150 square feet. However, for sites larger than 15 acres, the allowable surface area may be 10 square feet per acre but not to exceed 400 square feet.
- Beyond 660 feet of a freeway and within commercial or industrial zones, the maximum height is 20 feet and maximum surface area is 50 square feet. However, for shopping centers, the maximum height may be as much as .25% of the total existing building floor area but not to exceed 200 square feet.
- Beyond 660 feet of a freeway and in non-commercial or industrial zones (R-R (Rural Residential), C/V (Citrus Vineyard), C-C/V (Commercial Citrus Vineyard)), the maximum height is 20 feet and maximum surface area is 50 square feet.

**Design Requirements**

- Signage materials that are non-reflective, black and prevent light refraction and diffusion.
- The entire allowable area of a sign can be comprised of a digital display for the purposes of calculating surface area, however, it is encouraged that a sign with a digital display also include an architectural border and static elements.

**Operational Requirements**

The following requirements regulate aspects of the digital display operation (based on :

- Controls that allow adjustment of luminance levels
- Specified maximum luminance, dimming, and brightness levels which must comply with the California Vehicle Code
- No operation during the hours of 6am to 10pm if located within 300 feet of residential or conservation zones.
- No sounds, odors, or particulate matter.
- No movement, rotation, blinking, or embellishment of the sign. (Static digital images are permitted only)
- No obstruction of traffic signs or impairing vision of drivers approaching, merging, or intersecting with traffic.
- Compliance with Airport Land Use Compatibility Plan, Riverside County Ordinance No. 655 (Regulating Light Pollution), and Riverside County Ordinance No. 915 (Regulating Outdoor Lighting)

**PUBLIC OUTREACH AND ENGAGEMENT**

Outreach for this project included multiple newsletters, social media posts, mailed notices to stakeholders and local jurisdictions. County staff also attended the Temescal Valley Municipal Advisory Council (MAC) meeting on August 11, 2024, presented the draft ordinance, and took comments. A notice of public hearing was published in the Press Enterprise and Desert Sun for the Planning Commission meetings on September 20, 2023 and April 2, 2024 and for the Board of Supervisors meeting on November 5, 2024.

**PLANNING COMMISSION PUBLIC HEARING**

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The Riverside County Planning Commission considered Change of Zone (CZ) No. 200001 at a regularly scheduled public hearing held on September 20, 2023, at which time it was continued off calendar. The item was noticed and considered at the April 2, 2024 public hearing.

At the April 2, 2024 public hearing before the Planning Commission, staff presented the item and the Commission held discussion and received public comments. Comments were received from seven residents and from the cities of Temecula and Menifee. The City of Temecula requested that digital displays be prohibited within 1,000 the city's boundary and spheres of influence. The City of Menifee requested that digital displays not be allowed adjacent to or on the opposite side of a street from residential zoned properties, or if allowed, that the maximum allowable surface area be reduced.

Three comments were received from residents in Temescal Valley. One comment expressed support for digital displays to promote the competitiveness of local businesses. Two comments raised concerns about the maximum allowable surface area, and maximum brightness levels. A resident of Desert Center, requested a prohibition on digital displays in the Chuckwalla Valley. A resident of Temecula Wine Country, stated that digital displays are not compatible with the rural nature of that area. The Santa Margarita Group of the Sierra Club expressed concerns about aesthetics of the signs and impacts on wildlife and dark skies and recommended decreasing the surface area and restricting nighttime hours of operation.

After discussion, the Planning Commission closed the public hearing and recommended to the Board of Supervisors approval of CZ No. 20001 by a unanimous vote (4-0) with the following additional changes: prohibitions on the establishment of digital signs within sensitive areas such as the Palomar Lighting District Zone "A" and Temescal Valley Wine Country Area and consideration of the Chuckwalla National Monument.

**IMPACT ON RESIDENTS AND BUSINESSES**

The impacts of this project have been evaluated through the environmental review and hearing processes by Planning staff and the Planning Commission. It is expected that there is some general benefit to local businesses by allowing the establishment of digital signs in limited areas. Based on locational, operational, and development standards included in the proposed ordinance, coupled with existing standards applying to all development, the proposed ordinance would not cause an impact on residents.

**CEQA COMPLIANCE:**

An Initial Study and Negative Declaration were prepared for this project, in accordance with the California Environmental Quality Act (CEQA) and represent the independent judgment of Riverside County. A Notice of Intent to Adopt a Negative Declaration was prepared and was circulated for a 20-day public review period from July 27, 2023 to August 28, 2023 per the CEQA Statute and Guidelines Section 15105. Based on comments received, the draft ordinance amendment was revised to require a public hearing process for any sign containing a digital display and technical corrections. The Negative Declaration was recirculated for a 20-

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day public review period from March 13, 2024 to April 1, 2024. The documents supporting this determination are located at the Planning Department at 4080 Lemon Street, 12th Floor, Riverside, CA 92502.

**SUPPLEMENTAL:**

**Additional Fiscal Information**

The total cost to complete this Change of Zone is approximately \$103,437 and the planning process for this project started in February 2020. A portion of the project was paid for by the applicant.

**ATTACHMENTS:**

- A.** Draft Ordinance
- B.** Draft Ordinance (Redlined)
- C.** Initial Study/Negative Declaration
- D.** Planning Commission Package
- E.** Public Hearing Notice
- F.** Public Comments